

Callers Counseled in Spanish

Quit Line Data Summary

July 1 - September 30, 2002

	<u>Span. Speak</u>	<u>State</u>
Number of Calls to Quit Line	N = 16	N = 3,906
Percent of Statewide Calls	0.4%	100.0%
Percent of State Population in County¹	NA	100.0%

	<u>Span. Speak %</u>	<u>State %</u>
Gender	N = 12	N = 3,543
Female	41.7%	61.4%
Male	58.3%	38.6%
Race/Ethnicity	N = 12	N = 2,967
Hispanic	100.0%	3.6%
Age	N = 10	N = 3,091
Less than 18 years old	0.0%	2.0%
18 - 24 years old	20.0%	14.9%
25 - 34 years old	10.0%	22.9%
35 - 44 years old	40.0%	25.8%
45 years and older	30.0%	34.3%
Education	N = 10	N = 3,038
Did not graduate high school	60.0%	16.6%
High school graduate	20.0%	31.8%
Some college/vocational school	10.0%	38.6%
College graduate	10.0%	13.0%
Caller Type	N = 12	N = 3,409
General Information	16.7%	13.2%
Health care provider	0.0%	2.9%
Tobacco user	83.3%	83.9%
Payer Type	N = 7	N = 2,235
Insured	14.3%	43.4%
Uninsured	57.1%	23.8%
Medicaid	28.6%	32.7%
Heard About	N = 12	N = 2,881
Past caller	8.3%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	58.3%	19.6%
Television	0.0%	23.9%
Outdoor advertisement (billboard/bus/wall)	8.3%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	0.0%	1.9%
Newspaper/Magazine	0.0%	1.1%
Brochure/Newsletter	8.3%	4.9%
Family or friend	8.3%	18.8%
Health Department	8.3%	3.0%
School	0.0%	0.6%